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FOR IMMEDIATE RELEASE

Arm & Hammer Animal Nutrition Introduces PeakReportOnline.com

PRINCETON, N.J. (May 18, 2010)—In an effort to deliver relevant and timely updates on nutrition-based solutions and industry news to dairy producers and nutritionists, Arm & Hammer Animal Nutrition is proud to introduce PeakReportOnline.com. The web-based content will be driven by the information found in *The Peak Report* newsletter, along with supplemental videos, audio files, Webinars and links to further research and information.

“*The Peak Report* has become an integral communication tool for Arm & Hammer Animal Nutrition over the past nine years, and the newsletter continues to deliver important information to dairy producers, nutritionists and consultants,” says Arm & Hammer Animal Nutrition Senior Business Manager Scott Druker. “PeakReportOnline.com will distribute additional timely information to help dairy producers move their business forward. Since the content will be available online, readers will access information at their own convenience and as often as needed.”

PeakReportOnline.com delivers information in three main categories:

- **Features.** Divided into topic categories for easy navigation, the features section hosts articles on current industry trends, new product research and nutrition solutions that help dairy cows reach and maintain peak performance.
- **Q&A.** Hear from industry leaders on hot industry topics, nutritionists balancing rations for peak performance throughout the lifecycle and producers focused on reaping greater profit potential.
- **In the News.** Learn more about upcoming industry events, breaking industry news and announcements from Arm & Hammer Animal Nutrition.



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To sign up to receive a “Sneak Peak” of upcoming information and to learn more about the Web site, visit www.PeakReportOnline.com today.

Arm & Hammer Animal Nutrition, with headquarters in Princeton, N.J., is the North American leader in offering a complete family of innovative, research-proven dairy feed ingredients to improve producer profitability. To learn more about Arm & Hammer Animal Nutrition, visit www.AHDairy.com.

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CONSUMER PRODUCTS



SPECIALTY PRODUCTS